

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, June 21, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Greg Beck	Champion Real Estate
	Chris Bonbright	Whitley Court Partners
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Ron Radachy	Oasis of Hollywood
	Lee Rierson	Shine America
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Mitch O'Farrell	(Ex-officio Member)
Directors Absent	Don Mushin, Secretary	Toyota of Hollywood
	David Green	Nederlander Organization
	John Tronson	Tronson Investment Group
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Irv Isabella	LAPD
	Jacqueline Berman	HPOA Intern
	Joe Wall	HPOA Intern

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:08 p.m.

II. Open Forum

Kerry Morrison introduced the HPOA's summer interns Joe Wall and Jacqueline Berman, from the Price School of Policy at USC.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to approve the minutes from the Board's May 17, 2012 meeting. Unanimously approved.

IV. Treasurer's Report

A. Approve Treasurer's Report for May 31, 2012: Monica Yamada reviewed the financials through May 31. Yamada reported that the security line item was currently under budget due to the fact that the May report did not reflect recently paid invoices. Yamada said the BID is still scheduled to end the year with a slight surplus.

It was moved by **Jan Martin**, seconded by **Charlie Colletta** and CARRIED to approve the May 31, 2012 Treasurer's Report. Unanimously approved.

V. New Business

A. Street Closure – Review of Policy: Morrison reported that the staff will be bringing an amended street closure policy for the board to review at their next meeting. The policy will need to be tightened slightly, as the Boulevard has experienced an increase in the number of closures over the past two years.

B. Parking Meters in Hollywood: The Hollywood Chamber has been working to try to have Hollywood meters changed from a one hour to two hour time limit. Morrison asked the board for a motion in order to allow the BID to participate in helping the Chamber, and the Sunset and Vine BID, in pressing the City to explore the option of changing the meters' limits.

It was moved by **Galo Medina**, seconded by **Ron Radachy** and CARRIED to join with the Hollywood Chamber in requesting change in parking meter limits from one hour to two hours to stimulate economic activity for stores, restaurants, and businesses.

C. Nighttime Security Activities: John Lyons mentioned to the group that at yesterday's CPAB meeting the issue was raised in regards to keeping Hollywood safe in the midst of its increased nighttime population. Lyons asked if the BID could possibly explore having BID Security out later. Morrison said that Captain Girmala had contacted her recently to discuss this idea and that she had indicated that she would pull together a subcommittee to explore again. She reminded the board that this experiment in late night security was attempted shortly after the BID was renewed in 2009 and was ended upon the suggestion of the Security Committee. The BID Security officers had difficulty at night, due to their lack of police power and inability to navigate district traffic. The experiment was ended on account of officer safety, lack of effectiveness, and potential liability. Kerry recommended the

discussion go to the Security Committee for discussion before the board reviews the option at a future meeting.

VI. Committee/Activity Reports

A. Streetscape

1. Community Plan: MacPherson informed the Board that the Hollywood Community plan had passed unanimously in City Council. Following its passage the plan will now go to the Mayor's office for approval. MacPherson said she would check with the Planning Department to find out when the zoning changes would go into effect.

2. Potential transfer of MTA landscape grant funds to HPOA: MacPherson had recently been contacted by Kip Rudd at the CRA. Mr. Rudd shared with MacPherson that with the dissolution of the CRA, MTA grant funds (around \$1.3 Million) were available for pre-selected projects in Hollywood. After their discussion, MacPherson drafted a letter asking that the BID be considered as an eligible candidate to manage the grant funds and their designated projects. On July 12, the Oversight Board will be holding a hearing where BID staff will testify in favor of the HPOA managing the funds. If successful the BID would receive two different grants to be used for such projects as the addition of decorative pavers and street furniture, the removal of the remaining ficus trees along Hollywood Boulevard, and the installation of a landscaped median on Vine Street in the Sunset and Vine BID area.

It was moved by **John Lyons**, seconded by **Galo Medina** and CARRIED to authorize the staff to continue negotiations for potential consideration of HPOA as the grant recipient/contractor to implement remaining landscape tasks associated with the Crossroads Plan. Unanimously approved.

MacPherson also reported that the Mr. Rudd had shared there was an opportunity the HPOA could be approved to have oversight over the ongoing maintenance of streetscape elements (such as the Four Ladies Statue, etcetera) which the CRA had previously installed.

It was moved by **Jan Martin**, seconded by **Chris Bonbright** and CARRIED to authorize staff to negotiate with State Oversight Board for the potential maintenance of CRA assets in the BID.

B. Security Committee

1. LAPD Report : Captain Girmala briefed the Board on LAPD activities in the area. Thus far violent crime in Hollywood is down 13.6%, and gang crime has decreased by almost 36%. LAPD officers recently served three gang warrants, and are taking a proactive approach to enforcement. Captain Girmala reminded the Committee that the largest challenge for LAPD is related to burglaries from motor vehicles. The Captain said many individuals in the area are continuing to forget to hide valuable belongings before leaving their parked vehicle. Captain Girmala asked if the BID and its Board members could please help in educating and reminding visitors to the area to lock their vehicles and belongings, she would greatly appreciate it. The BID has investigated the issue and found that some of the occurrences were within the BID boundaries. In continuing the BID's partnership with the LAPD, the Security Committee has agreed to post a reminder on the BID websites and is exploring the option of including it in their Annual Visitor's Guide and Map.

2. Civil Sidewalks

a. Tour Bus Working Group – Morrison mentioned that the BID Staff and Chamber are working with the Civil Sidewalks committee to come up with a list of suggested recommendations for the City to help regulate sidewalk behavior. Among these suggestions is the requirement that companies vending on the sidewalk must have a master lease with a property owner in the immediate vicinity of their vending location. Morrison will bring the final draft of the recommendations to the Board's July meeting for their review.

b. Character Enforcement Working Group – The Committee is continuing to meet and gather information. The next meeting for the group will take place on July 12 with both the City Attorney and LAPD in attendance. Ron Radachy asked that the group also consider looking at hot dog vendors as well.

2. Public safety camera update: Mariani reported that a subcommittee of board members from the three Hollywood BID's had met and discussed the possibility of moving the LAPD surveillance cameras from their current storage closet to the detectives' area. The move would be at limited cost, as Metro Video had volunteered to cover the cost of labor if the BIDs would cover the cost of materials. Mariani said that the Security Committee felt that the move would be a good decision, as the cameras would now be in a more populated area of the station. The cost of materials would be proportionally divided amongst the three BIDs, based on the number of cameras they have in the district.

It was moved by **Galo Medina**, seconded by **Chris Bonbright** and CARRIED to authorize payment from the Security Contingency Account to defray expenses associated with movement of surveillance system from LAPD camera room to Detective Room (Not To Exceed \$800). Unanimously approved.

3. Review/Adoption of Governing BID Patrol Shoplifting Policy Call Response: Mariani mentioned that BID Security is continuing to receive increased calls from patrons in the area related to shoplifting/defrauding the innkeeper complaints. At the last Security Committee meeting Bill Farrar mentioned that since an investigation is usually needed in these situations, and LAPD response times have been long due to heavy call volume, it may be best for the Security to turn these calls over to LAPD. The board discussed the suggestion and agreed with the recommendation, however the board did feel that the BID Security could continue to remove trespassers from property when a trespass form or PPA form had been signed by the property owner.

It was moved by **Chris Bonbright**, seconded by **Charlie Colletta** and CARRIED to adopt the policy that BID Security would no longer respond to shoplifting/defrauding the innkeeper calls, but instead refer individuals to LAPD. Unanimously approved.

4. Lavan vs. LA injunction: Morrison described what the current situation is in downtown regarding property being left on the sidewalks in the Skid Row area. ACLU attorney, Carol Sobel, recently filed a lawsuit against the City and the court granted a preliminary injunction, allowing no property to be picked up for 90 days. If the US District court decides to make permanent the current injunction, it could possibly apply to all of Los Angeles. Morrison asked the Board to consider joining a coalition of BIDs who are speaking out against making the injunction a city wide guideline.

It was moved by **Charlie Colletta**, seconded by Lee Rierson and CARRIED to authorize the board to join a coalition of BID and neighborhood groups calling for the enforcement of city and county laws that address seizure of abandoned property and sanitation. Ron Radachy Abstained.

C. Marketing and Communications

1. Pow Wow Update: Patti MacJennett from Los Angeles Tourism Board gave an overview of this year's Pow Wow. The event attracted over 5,000 attendees from 70 countries. It resulted in a great showing for Los Angeles, and particularly for Hollywood. The event created synergies amongst the BID, Hollywood and Highland, and LA Tourism Staff. The event was also one of the more successful in recent years.

2. Hester Goes Hollywood Debrief: Morrison and her staff really enjoyed spending their Saturday afternoon at the fair. The fair offered a wide variety of vendors and catered to both Hollywood residents and visitors alike. The next Hester Street Fair will take place on Saturday, July 6 and will run until 10 p.m.

VII. Old Business

- A. Carr Lawsuit:** MacPherson informed the board that Ms. Carr is scheduled to give her deposition in the near future. Jeff Briggs is continuing to monitor the case and will provide information as it becomes available.
- B. AB 2265 (Hernandez) Legislation:** The legislation has currently passed the assembly and is moving on to the next stage. California BIDs are mobilizing to fight the legislation.

VIII. Executive Director's Report:

A. Annual All Property Owners Meeting: This year's All Property Owners' Meeting will be taking place on Thursday, August 2, 2012. The meeting is tentatively scheduled to take place at the W Hollywood Hotel.

B. Meeting with Guggenheim Securities: Morrison informed the board that she is working on scheduling a meeting with Guggenheim Securities to discuss the potential idea of developing a joint parking district in Hollywood. Chris Bonbright, John Lyons, and Charlie Colletta all said they would be interested in attending once a date was set.

C. Summer Engagement Party: Morrison invited the board to Sarah MacPherson's Engagement party on July 12.

IX. Next Meeting:

The next meeting was scheduled for Thursday, July 19, 2012 at 4 p.m. in Suite 802 of the Taft building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment:

There being no further business the meeting was adjourned by Board President Frank Stephan at 6:09 p.m.